

Celeste Holm, little son Dan, and starlet  
Barbara Britton  
at amusement park in L.A.

Source: Sunday News (Los Angeles?), August  
20, 1950



# I've found me a wonderful WAVE!



says  
**MARY MARTIN**  
star of Broadway's all-time smash hit  
**"SOUTH PACIFIC"**  
music by Richard Rodgers  
curls by MARY MARTIN, and  
**RAYVE HOME PERMANENT**



"Do you wonder that I'm practically a professional at home permanents? I put up 72 Rayve curls every 3 weeks. That's because my hair has to be kept so short, and grows so fast."

"Not 3 or 4 shampoos a month—but 3 or 4 shampoos a *day*—that's what *I* get!" remarks Mary Martin blithely. "Lucky for me that you just *can't* wash a Rayve wave out. Mine stays as curly as new—right up till I cut it off. Every single time too!"

She figures she has given herself 31 permanents altogether since "South Pacific" opened.

How is her hair doing? Very well it seems.

"I know it seems incredible, but my hair *couldn't* be healthier. If you'd feel it, you'd see! That's because Rayve is so very, very easy on your hair. Goodness knows I've had all kinds—including some I thought were pretty good.

But, really and truly, there's a difference between a Rayve home permanent and the rest. There really is! Rayve *does* give a softer, shinier, more 'naturally curly' curl . . . You'll see!"

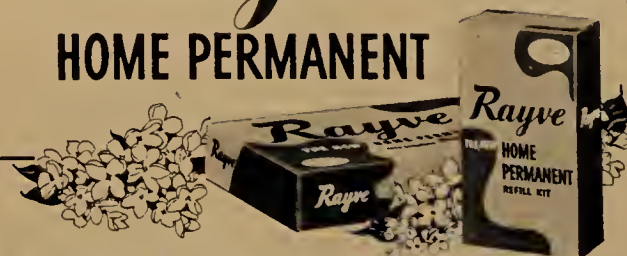
"After that on-stage shampoo my hair gets a few quick licks with the brush—and then I have to be back on stage. No time for hair-settings for me! A permanent that left frizzy ends just wouldn't *do*! I just *had* to find a permanent that would 'set itself'—be just like naturally curly hair."

"I really love my homemade curls. I'll keep 'em—'South Pacific' or no 'South Pacific'! They are so easy to keep in shape—it's just like having naturally curly hair. That's what Rayve does."



## Rayve

### HOME PERMANENT



Rayve Refill, \$1 (use any plastic curlers). Complete Rayve Home Permanent kit, \$2 (with 60 plastic curlers).

**Money-Back Guarantee!** Yes, your money back if you don't agree with Mary Martin that a Rayve gives the softest, most natural wave you've ever had at any price.





Celeste points out high spots as everyone wonders what to try first.

## A Funny Place For the Stars

**H**OLLYWOOD'S children are just as intoxicated as kids the world over by the carnival fun of an amusement park. The stars take their youngsters to the nearby play land of Beverly Park, where they are sometimes seen getting in a few joy rides themselves. Celeste Holm, the original "cain't-say-no" girl ("Oklahoma!" '44), still "cain't" when her 3½-year-old son Danny gets the itch to ride a merry-go-round. With Barbara Britton and her lad Theodore, 3, they had a gay outing at filmdom's Coney.

COLORFOTOS MADE ESPECIALLY FOR THE NEWS BY GLOBE



Lads have one-track minds when they find miniature railway caboose.





Maybe this is how stars keep that feeling they're always on the way up. Anyway, Ferris wheel seems to delight Celeste and Barbara as much as it does the little boys.



The kids seem to have lost their nerve, so mamas try a roller coaster ride just to tell them what it's like.



Although they're used to making movies amid lights, cameras, directors, etc., the actresses get thoroughly absorbed in penny arcade flickers. Balloon keeps kids still.



Free air—balloon has fizzled out a bit, so Mama's Emergency Service is called on to keep Danny happy.



Two men on a horse hang on for dear life before it goes up and down. They seem ready to forget about the brass rings.



Barbara's first role was leading lady to Hopalong Cassidy (Bill Boyd), so she gives hombres in the saddle sage advice about the ponies.



It's last lap for Danny and Ted. In private life, Celeste is Mrs. Schuyler Dunn. Barbara is wife of Dr. Eugene Czukor.





Dental Research Indicates You Can Help

# Prevent Tooth Decay With COLGATE Ammoniated Tooth Powder



**DENTISTS THEMSELVES USE** and recommend ammoniated dentifrices to aid in controlling tooth decay. For cavities already formed, and to safeguard mouth health, be sure to visit your dentist regularly.

Colgate's New Dentifrice Gets Teeth Remarkably Clean... Has a Delightful Minty Flavor Children Love!

Yes, the whole family will prefer Colgate Ammoniated Tooth Powder! It's so pleasant tasting! Refreshes the mouth and breath. And its foamy cleaning action removes film, gets teeth so clean, you can feel the difference! Moreover, laboratory tests indicate it may help you avoid pain, worry and expense of needless tooth decay when used regularly, as directed.

Colgate Ammoniated Tooth Powder, a product of Colgate-Palmolive-Peet research laboratories, is based on a formula developed by University of Illinois scientists. Contains the decay-inhibiting ingredients: Dibasic Ammonium Phosphate and Carbamide. Large-scale clinical tests are now being conducted to confirm its full benefits in preventing new cavities. Buy it now—at any drug or toilet goods counter.



## 3 Definite Benefits

### TO HELP PREVENT TOOTH DECAY

- 1 Using Colgate Ammoniated Tooth Powder after meals and before retiring helps neutralize destructive mouth acids considered by many dental authorities a leading cause of tooth decay.
- 2 It inhibits growth of acid-producing bacteria, Lactobacillus Acidophilus.
- 3 It helps dissolve and remove from teeth gluey film in which acid-producing bacteria thrive.

#### GUARANTEED BY COLGATE...

Try Colgate Ammoniated Tooth Powder. If you don't agree it is the finest dentifrice you ever used, we guarantee to refund your purchase price in full, plus postage. Just return the unused portion to Colgate-Palmolive-Peet Co., Jersey City 2, N. J.

# COLGATE

## Ammoniated Tooth Powder

With a Flavor the Whole Family Will Enjoy



# Don't Be FAT!

R.D.X. tablets help you to help yourself reduce

Take R.D.X. Tablets before meals to help you curb your appetite for unneeded foods. Between meals, R.D.X. Tablets help you stave off hunger that causes you to overindulge in fattening snacks. Reducing becomes more pleasant, a more enjoyable way of eating.

If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tab-

lets and Reducing Plan. R.D.X. Tablets contain *no harmful drugs*.

Let The Scales Show You. You do want to lose weight, don't you? Then buy a package of R.D.X. Tablets and follow the R.D.X. Reducing Plan.

You Lose Weight or Money-Back

At Your Drugstore



# READER'S DIGEST TELLS WHAT LAXATIVES ARE BEST FOR YOU!

Here's how a "lazy colon" can be regulated without pills, salts or drugs

Reader's Digest has dared print the truth about laxatives. It tells about the dangers of cathartics that upset your digestive system. Learn why—especially after 35—it's so important to safeguard your health.

Serutan is the wonderfully effective way to promote waste elimination. It has a mild laxative action like certain fruits and vegetables. No chemical drugs—no salts—no oils. Serutan gives a gentle "push", com-

pletely different in action from purgatives. If you're over 35, read the October, 1949, Reader's Digest then get a package of Serutan with confidence. What a marvelous feeling when you're regular again! Money-back guarantee.

## After 35-SERUTAN

READ IT BACKWARDS



Frosty wrenches Gayla's head away from direction of upset.



Cowboy's firm grip on rein keeps mount's head up, thus preventing possibility of neck injury.

## Fall Guy and His Mount

FOR YEARS horses in Western movies were tripped with piano wire to make them fall. So many were injured that the SPCA put an end to the practice. While

studio execs were scratching their heads, along came cowboy Frosty Royse and his trained mare Gayla, who can "take a fall" as safely as an oldtime road-show trouper.

FOTOS BY METRO GROUP



Horse takes fall harmlessly on shoulders, as Frosty maintains strong hold on bridle to keep her head from snapping back suddenly toward ground.



Gayla's pawing of air with hoofs is all part of act. Pair's performance is so realistic that Frosty doubles for Western stars whenever script calls for spill.



